



Date: 8 April, 2021

**LIVE COACHING CLASSES
ORGANISED BY BOS, ICAI**

**FOUNDATION LEVEL
PAPER 2B: BUSINESS CORRESPONDING &
REPORTING**

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CHAPTER 3

Vocabulary



Introduction

- Vocabulary
 - Wordstock
 - Lexicon
 - Lexis
-
- Vocabulary knowledge requires not only knowledge of word meaning, but it requires the usage of words in the appropriate context and in a natural way.
 - Fundamental tool of communication



Why vocabulary is important?



Comprehension



Articulation



Ability to grasp ideas and think more logically



Engaging conversation



Creating impression



Three types of vocabulary word: Basic, high frequency/ multiple meaning vocabulary and subject related vocabulary.



Types of Vocabulary



Listening Vocabulary
(Oral & Receptive)



Speaking Vocabulary
(Oral & Expressive)



Reading Vocabulary
(Written & Receptive)



Writing Vocabulary
(Expressive & Written)



Effective Ways to Build Vocabulary



**Be aware
of words**



Read



**Use a
dictionary/
thesaurus**



**Maintain
a journal**



**Use new
words**



**Study
new
words
regularly**



**Go back
to roots**



**Attempt
word
games**

Types of vocabulary

Synonyms – e.g.: happy- content, joyful, etc.

Foreign words – e.g.: bon voyage, faux pas, etc.

Connotations – e.g.: blue is a colour, but it is also a word that is used to describe sadness.

Antonyms – e.g: bad and good.

Collocations – e.g: light sleeper, early riser, etc.

Idioms – e.g: it's raining cats and dogs

Phrasal verbs – e.g.: break down, give up, etc.





Connotations

- **Denotations-** the actual meaning of the word without reference to the emotional associations
- **Connotations-** refers to the emotional or psychological associations a word carries with it. The connotation of a word goes beyond its strict meaning to express the feelings, thoughts, and images the word suggests or evokes.
 - Types of connotations-
 - **Positive (favorable) connotation**—Words that make people feel good
 - **Negative (unfavorable) connotation**—Words that provoke a negative emotional response
 - **Neutral connotation**—Words that cause no emotional reaction at all

Depending on the intent of the writer, he will choose either favorable or unfavorable.

A language is subjective in nature, and it can evoke different psychological reactions from different people.



Examples

Neutral Connotation	Positive Connotation	Negative Connotation
Smell	Fragrance	Stench
Store	Save	Hoard
Persistent	Persevering	Stubborn
Inactive	Laid-back	Lazy
Thin	Slender	Skinny
Young	Youthful	Childish
Economical	Thrifty	Miserly
Unusual	Exceptional	Strange
Inexpensive	Economical	Cheap



Connotations Examples

Positive	Negative
Aroma	Stench
Timid	Cowardly
Assertive	Pushy
Bold	Brash
Strong-willed/Determined	Stubborn
Curious	Nosy
Thrifty	Stingy
Thin	Scrawny
Plump	Fat

Positive	Negative
Frugal	Cheap
Slender	Skinny
Debate	Argument
Youthful	Immature
Relaxed	Lazy
Focused	Obsessed
Smile	Smirk
Weird	Bizarre
Energetic	Hyperactive



Let's review!

- Identify the positive and negative connotation.
- The sandwich is **moist**.
- The sandwich is **soggy**.
- She is very **assertive**.
- She is **pushy**.
- This dress is **expensive**, but It is definitely worth the price.
- This dress is overpriced.
- The **fragrance** of roses has filled the garden.
- Get rids of those eggs; the **stench** is overwhelming.
- The coffee is too **bitter**.
- The coffee is too **strong** for my liking.



THANK YOU!